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## END THE CARNAGE, IS PLEA OF POPE

Implores Belligerent Nations Before Divine Providence to Lay Down Arms.

**EUROPE DISHONORED** BY CONFLICT, HE SAYS

Feels Despair of Father Who Witnesses His Home Torn Asunder.

PARIS, July 31 .- The text of the peace appeal just issued by Pope Benedict reads as follows: "When we were called to succeed to

the apostolic throne of Pope Pius X, whose upright and exemplary life was brought t can end by the fratricidal struggle which broke out in Europe, we, too, felt, after gazing fearfully upon the bloody battlefield, the despair torn asunder and ravaged by a furious

"We thought with inexpressible sorrow of our young sons cut down by vives made widows before their time, thought! nd the tears of children deprived too of parental guidance.

Resolved to End War.

"Participating in our soul in the fear and anguish of innumerable families, and well knowing the imperial duties imposed upon us by the mission of peace and love with which we have Father to unite Himself been confided during these sad days, of perfect charity. we adopted a firm resolve to concentrate our whole activity and all our power to the reconciliations of the peo-ples at war. We made a solemn prom-lise to our Divine Father, who wished with the price of His blood to make all men brothers. "Words of peace and love were the first we addressed to the nations and

their chiefs as the supreme guardian of their souls. Our affectionate and in-sistent counsels as father and friend were not heard.

Resolution Is Unshaken.

'This increased our sadness but did not shake our resolution. We continue with confidence to appeal to the All-Powerful, who holds in His hand the minds and hearts of subjects as well as kings, imploring Him to end the great scourge.

make it more effective, we has taken reach the warring peoples and their chiefs and induce kindly and more

ligerent nations before Divine Providence henceforth to end the horrible carnage, which far a year has been dis-

carnage, which far a year has been dishonoring Europe.

"This is the blood of brothers that is being shed on land and sea. The most beautiful regions of Europe—this garden of the world—are sown with bodies and ruins. There, where recently fields and factories thrived, cannon now roar in a frightful manner in a frenzy of demolition, sparing neither cities nor villages, and spreading the ravages of death."

The Nebraska had completed a series of maneuvers off Rockport, Mass., and was bound for Newport, R. I., to join the other vessels of the Atlantic fleet in the more extensive maneuvers about to begin there.

Fishing Schooner Sunk.

ST JOHNS, N. F., July 31.—The Norwegian steamer Drot, bound from New

"Listen to Our Prayer."

"You who before God and men are charged with the grave responsibility of peace and war, listen to our prayer, listen to the fatherly voice of the Vicar of the Eternal and Supreme Judge, to whom you should give account of your public works as well as private ac

"The abundant riches which the Cre ating God has given to your lands per mits you to continue the contest; but at what a price is the answer of thou- Mrs. Champion, Amos Pinchot and sands of young, whose lives are lost each day on the battlefields, and of the ruins of so many cities and villages, so many monuments due to the piety and genius of our forefathers.

Is Not Price Too Great? "The bitter tears flow in the sanctity

the continuation of the contest is great, too great? "And it cannot be said that the im-

mense conflict cannot be ended without violence of arms. May this craze for destruction be abandoned; nations do not perish. Humiliated and oppressed, they tremblingly carry the yoke im-posed on them and prepare their re-venge, transmitting from generation to

#### Warning to Users of Hair Removers Don't Experiment With So-

Called Superfluous Hair Removers.

If you use a simple toilet prepara-tion and it proves to be worthless you only lose money. It is a very serious matter, however, when you use a doubtful hair remover, because it will either result in perma-nent disfigurement or cost you many dollars and take months, or possibly years, to gain control of the growth after it has been stimulated by the use of such preparations.

It is a waste of time to use pastes and rub-on preparations, which

It is a waste of time to use pastes and rub-on preparations, which merely remove hair from the surface of the skin. To rob hair of its life-sustaining force you must devitalize it by attacking it under the skin as well as on the skin. Nothing but De Miracle, the original liquid depilatory, can accomplish this result.

Imitations of De Miracle are as Imitations of De Miracle are as worthless as pastes and rub-on preparations, because they lack certain ingredients that De Miracle alone contains, which give it the power to rob hair of its vitality. Remember, De Miracle is the only depilatory that has a binding guarantee in each package, which entitles you to your money if it fails. Insist on the genuine De Miracle and you will get the original liquid hair remover. Others are worthless imitations—refuse them. De Miracle is sold in three sizes, 50c, \$1.00 and \$2.00 bottles. The larger sizes are the most economical for dermatologists and large users to buy. If your dealer will not supply you, oryour dealer will not supply you, or-der direct from us. The truth about the treatment of superfluous hair mailed in plain sealed envelope on request. De Miracle Chemical Com-pany, Dept. E. Park ave, and 129th st., New York.—Advertisement.

Why Not Weigh Peoples' Rights? "Why not now weigh with serene conscience the rights and just aspirations of the peoples? Why not start with good will a direct or indirect exchange of views with the object to considering as far as possible these rights and aspirations and thus put to an end the terrible combat, as has been the case previously under similar cricum-"Blessed be he who first extends the olive branch and tenders his hand to the enemy in offering him reasonable conditions of peace.

Basis of Equilibrium.

"The equilibrium of world progress and the security and tranquillity of rations repose on mutual well being and respect of the right and dignity of others, more than on the number of armies and a formidable zone

"It is the cry of peace which issues from our supreme soul this sad day and which invites the true friends of peace in the world to extend their hand to hasten the end of a war which for a year has transformed Europe into an enormous battlefield. "May Jesus in His pity, by the inter-mediary of the Mother of Sorrows, end the terrible tempest and cause to

rise a radiant dawn and the quietude of peace formed in His own divine mage. May hymns of thanks to the Most High Author of all good things

Hope for Reconciliation.

"Let us hope for the reconciliation of he states! May the peoples once of a father who witnesses his home again become brothers and return to their peaceful labor in arts, learning and industry! May once again the empire of justice be established! May the people decide henceforth to confine the solution of their differences no longer to the sword but to courts of justice and by Christian charitableness, the great equity, where the questions may be unspeakable sadness of mothers and of studied with necessary calm and This will be the most beautiful and

glorious victory. In confidence that the tree of peace will soon allow the world to enjoy again its fruits, which are so much to be desired, we bestow our apostolic benediction upon all those

### BATTLESHIP NEBRASKA CRASHES INTO BARK

Crew of Merchantman Taken Off. Vessel, Frobably Mabel I. Meyers. Sinks, It Is Thought.

fog tonight, was in collision with a "In our humble but ardent prayer we bark, believed to be the Mabel I. Meywealth; and it want to include all the faithful, and, to ers of Belfast, Me. Wireless advices got to college. said that the Nebraska was not sericare that it be accompanied by works of Christian penitence.
"Today, on the sad anniversary of the terrible conflict, our heart gives forth the wish that the war will soon end.
"Today on the sad anniversary of the terrible conflict, our heart gives forth the wish that the war will soon end." off the crew and was bringing them lown words: We raise again our voice to utter a fatherly cry for peace. May this cry, dominating the frightful noise of arms, to arrive off this port until tomorrow ing Post during the Chicago fire, made

> north, longitude 66.32 west, and would be off the Massachusetts probably coast at this time. She was commanded by Capt. Meyers, her principal own-

wegian steamer Drot, bound from New York to Archangel, rammed and sank pedia off Cape Race in a dense fog yesterday. The schooner's crew of seventeen were picked up by the steamer and landed here today.

#### 'LAWSON DAY" OBSERVED BY COLORADO WOMEN

James H. Brewster Speak on Labor Leader's Trial.

DENVER Col., July 31,-"Lawson day" was celebrated here today under the auspices of the Women's Justice of homes and at the foot of altars; do League and attended largely by union they not also repeat that the price of labor adherents. The purpose of the meeting, according to Mrs. Lee Champion, president of the league, was to raise funds "in defense of justice in labor disputes."

A mass meeting tonight was ad lressed by Amos Pinchot, James H. Brewster and Mrs. Champion. John P. Lawson is in fail in Trinidad as a result of his conviction of first degree murder in connection with strike dis-"The question," said Mr. Pinchot, "is

whether the public shall spend its natural life in the condition of political and economic freedom, which every nation was founded to achieve, or become subject to commercial absolutism which, if successful, would mean the end of the American democracy." Reviewing the conviction of John R. Lawson, the speaker said: "To convict a man of murder in the first degree upon such unsound, fully impeached, hired evidence is simply a travesty upon justice."
"Forcing strikers to use violence,"
he added, "has become a part of the

perators regular technique in indus-rial disputes. "Labor can no longer win strikes alone. First, because the labor sur-plus is so large. Second, labor cannot bring half the violence to bear that the employer can—not on the field of action, but in the courts, newspapers and legislatures."

### Births Reported.

The following births have been reorted to the health department in the last twenty-four hours: Darius A. and Oka H. Yowell, girl. Joshua J. and Zula Skinner, boy. Charles W. and Lydia M. Richardson,

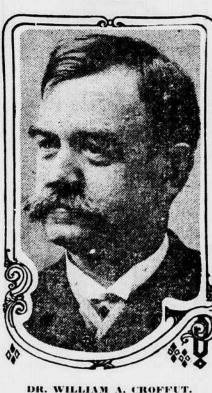
Albert M. and Abbie Pierro, boy. Robert S. and Bertha M. Moore, boy. Frank J. and Agnes J. Mundle, boy. Thomas E. and Mildred T. Loveless,

Bernard and Gertrude Licarione, girl.
George and Amanda Lattin, boy.
Eugene J. and Mary J. Higgins, girl.
George I. and Ada M. Fairall, boy.
Otis H. and Mary E. Easterday, girl.
Justin and Margaret M. De Farge, Louis F. and Neva P. Dudley, fr., boy. Lafayette G. and Ida M. Buehley, boy. George F. and Catherine R. Bontz,

Nuncie S. and Rose Bovella, boy. Roland M. and Lillian Brennan, girl. Edward and Marie Shorter, boy. Charles and Annie Nelson, girl.

IS SET FOR TOMORROW

Newspaper Man, Author and Scientist Wrote Quaintly About His Career.



Funeral services for Dr. W. A. Croffut, eighty years old, veteran newspaper man, author and scientist, who died yesterday at his home, 142 B street northeast, probably are to be held tomorrow, who are part of the mystic flock which although arrangements had not been comis confided to our keeping, even also pleted with certainty at a late hour last upon these who do not yet belong to the Roman Church. We pray the Holy night. The services are to be private to us by bonds and interment is to be in Oak Hill ceme-

Friends of Dr. Croffut throughout the city were shocked to hear of his death. Friends today recall that for many years is reputation as Washington correspondent of New York dailies was of a national character. He was a scientist as well as author, and was widely known as a student of psychic phenomena, including hypnotism. Though not a graduate from in Upper Marlboro.

Any college, he received the degree of Paul, Minn., have returned after a visit Paul, Minn., have returned after a visit paul, Minn. In a sketch of his own life, written in

1894. Dr. Croffut said of himself "I went to Yale. Not as a student My father was a farmer in the suburbs. and whenever a watermelon would escape the vigilant eye of the wandering BOSTON, July 31.—The battleship Ne-freshmen and succeed in matriculating braska, rounding Cape Cod in a thick in our patch I used to carry it and sell it to the opulent sophomores for 20 cents. This was the beginning of my wealth; and it was the nearest I ever

> Managing Editor of Evening Post. Another item in the same account is of especial interest. In Dr. Croffut's

chiefs and induce kindly and more serene intentions.

Implores Nations to Act.

"Implores Nations to Act.

"In the name of the Lord God; in the price of redemption of humanity—we implore the belligerent nations before Divine Provia phonographic report of the conflagra-\$1,000 for a letter, but he took two columns, and I worked off six or seven columns more on the Tribune, World.

Sun and Standard. I got \$300 or \$400 for the job."

Climit Wor Correspondent

Standard Clagett.

Mr. and Mrs. H. Joseph Talbott and little daughter of Washington have been visiting Mr. and Mrs. William H.

Civil War Correspondent.

In the same account Dr. Croffut told of his advent as a soldier and war correspondent in the civil war. His acount speaks for itself, in the style made his writing such good eading:

"I shortly after enlisted in the 1st conflict, losing more than any other regiment in killed, wounded and missing. I firmly resolved to be among the latter and designed going into the field as correspondent of the Tribune. It seemed to me that this was a soft snap, but I frequently wandered into battles, where I ran the wrong way, got under fire, and came pretty near being decimated. At Gettysburg, in the bloody angle, I received a bayonet thrust, which occasioned the amputation of my left leg. My wound occasioned my retirement from the army. I use the words 'my leg.' my wound, etc., in a broad rhetorical sense, for it was my substitute's leg. I paid \$350 for him. It was my leg sentimentally: for him. It was my leg sentimentally; it was my leg financially; it was his lesion only in a mere anatomical sense. I have never asked for a pension."

#### SEEK MONEY-SNATCHER

Police Want Colored Man Who Robbed Woman on Street. Search is being made by the police

for a colored man who Hattie Williams of 1237 5th street northwest reported cobbed her shortly after 7 o'clock last night at 5th and L streets northwest of a handkerchief and 35 cents. The complaint was made to the police of the second precinct that the colored man snatched the handker-chief from her hand and that the money was in the handkerchief. The colored man is described as being tall, brown skin, smooth face and wore a brown striped shirt.

County Asks for Health Officer. A health officer for Alexandria county

a., was asked for at a meeting of the Alexandria County Civic Federation neld last week. The proposition is to be brought before the county supervisors at their August meeting. The federation is in favor of a health officer at a salary of \$2,000 a year, his work to be supplemented by the existing board of health, the board to serve without pay, however, instead of each member receiving \$335 a year, as at present. The health board was asked by the rederation to obtain the services of United States public health service inspectors for Alexandria county. 

### HYATTSVILLE.

ern Prince Georges county will take place at Woodville, in Aquasco district near the Patuxent river, Thursday, nament will be held for the benefit of the Episcopal Church of that place. Fifty dollars in prizes will be distributed among professional and amateur knights. The orator will be Controller C. Harrington, democratic candidate for the gubernatorial nomination, and Ovington E. Weller, chairnan of the state roads commission of Maryland, republican candidate for the nomination for governor. The chief his aids H. Holland Hawkins and R. S. John Gibbons; the judges, Joseph Ad- ers. dison, E. A. Fuller, Prof. Coad, O. B. Zantzinger, George P. McCeney, Charles Queen, William T. Davis, Dr. Harry Nalley, Dr. L. A. Griffith, R. B. Berry, E. A. Turner, George Forbes and Joseph H. Young of John. The hospitalseph H. Young of John.

It committee is Charles A. McPherson.
P. A. Bowen, jr., and V. M. Lawrence.
The 4th Maryland Regiment brass and
string band of Baltimore will furnish
music at the tournament and the dance Edwarl G. Edelen, Hughsville; Baillio Chichester and V. M. Lawrence,

pecial Correspondence of The Star

HYATTSVILLE, Md., July 31 .- One of

the prominent society events in south-

Company F, 1st Maryland Regiment, Company F. 1st Maryland Regiment, Capt. O. A. Greager, returned here from a week's outing at Saunders' range, Anne Arundel county, Md., tonight. At the rifle range the company qualified all but six men out of seventy-six. The company made a fine showing in all departments of the military game and the encampment was thoroughly and the encampment was thoroughly

Mrs. J. L. Garrett, Schley avenue, is visiting her daughter, Mrs. John Anderson, and her brother, Charles H. McKay, in Paltiner. in Baltimore. Mrs. Laura McCutcheon of Brentwood

Marlboro has been visiting friends at Seat Pleasant, near the District of Co-

Mr. and Mrs. Harry W. Gore are visiting friends and relatives in Towanda, Pa.
Miss Corinne Lowe of Washington has
been visiting her niece, Mrs. W. T. Davis,

of several weeks to friends near Largo, But Pailroad Evangelist Is Unable Prince Georges county, Edmund Fairfax entertained a large company of southern Prince Georges county society people Monday evening with a dance held in the loft of a barn on his

Mrs. Thomas Clagett of Keokuk has been visiting members of her family in Washington. Mr. and Mrs. T. Carroll Grant, Johnson avenue, have been visiting Mrs. Thomas

Grant and family in Upper Mariboro.

Misses Nellie and Helen McIntyre
of Boston, Mass., have returned after a stay with friends here. Miss Hilda W. Fuller has returned after visit of several days to her aunt, Mrs. Rexford M. Smith, in Washington Miss Ida Waring has returned from

Talbott near Upper Mariboro.

Miss Burroughs of St. Marys county and Miss Gaither of Howard county have been visiting Miss Louise Clagett at Navajo. Miss Jennie Lawrence of Kansas City,

Mo., is visiting friends near Townsend, in the lower section of Prince Georges county. Miss Nellie Grant of Upper Marlboro Minnesota, but early anticipating that has returned after a delightful week's outing at Chesapeake Beach, Calvert county. county.
Miss Carol Wilson has returned after

a delightful stay at Baltimore Inn. Cape May, N. J. Judge and Mrs. Bryan Ambler and Miss Laura Ambler of Washington have been visiting friends in Upper Mari-

ty, Md., is visiting friends near Brent-wood. She expects to remain all the Judge C. C. Magruder, clerk of the Maryland court of appeals, has been visiting friends near the Forest, Prince Mr. and Mrs. J. E. Binger of near Mitchellsville, Prince Georges county, are spending a vacation at Niagara Falls. They will return the latter part

of August. Mr. and Mrs. John M. Cross of Laurel are visiting the latter's parents in Upper Marlboro Misses Clara and Jessie Thomas of Brooklyn, N. Y., are visiting friends near Seabrooke, Prince Georges county.

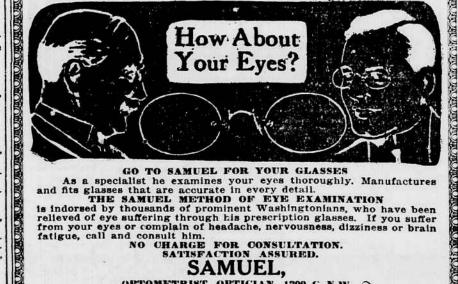
### Deaths Reported.

The following deaths have been reported to the health department in the last twenty-four hours: John Petrie, 84 years, Washington Asylum Hospital.

William N. Richardson, 35 years, 111 th street northeast. Marie V. McConchie, 19 years, George Washington University Hospital. Rebecca T. Henderson, 75 years, 333 3 street southeast.

Frederick Allnut, 46 years, Providence Hospital. Mary Sattes, 70 years, 1214 Massachusetts avenue northwest. Thomas H. Baker, 5 months, Children's Hospital.

Earl Buehler, 7 days, Sibley Hospital. Estelle Minor, 14 years, 2113 E street northwest. Emma Wallace, 31 years, Government Hospital for the Insane. Horace Duncan, 19 years, Freedmen's Hospital. Martha E. White, 68 years, 348 V street northwest. Lewis Jackson, 60 years, 50 L street



### U. S. WILL MAINTAIN **BIG FORCE IN HAITI**

August 19, when the sixth annual tour- Reinforcements Rushed to Island on the Connecticut to Aid Admiral Caperton.

Further trouble is expected in Haiti, and the present intentions of the Washington government are to keep a strong naval force in Port au Prince, where two United States blue jackets and six Haitians marshal will be W. S. Chichester, and have been killed in the fighting which followed the landing of an expeditionary Cunningham. The herakls will be force under Rear Admiral Caperton to talk, but of which nothing has been Henry R. Brady, Raymond Young and protect the lives and property of foreign-

The battleship Connecticut sailed from Philadelphia with 500 marines to reinforce H. Welsh, James M. Bowling, William the 400 marines and bluefackets now guarding the Haitian port. The transport Hancock and the hospital ship Solace will follow, and other aid will be sent as

Admiral Caperton has advised the Navy Department that six Haitians were killed and two wounded in the engagement Thursday night in which the two Amerimusic for the grand ball. The committee in charge of the tournament of the natives continued, he said, and comprises Aquilla Turner, Brandywine; quiet generally prevailed, both at Port an Prince and Cape Haitien, where American forces also are on guard.

Two Presidential Aspirants.

Political activity resulting from the overthrow of the Guillaume government, the report said, already had manifested itself, the revolutionary committee having declared for Rosalvo Bobo, leader of the recent unsuccessful enjoyed.
Dr. and Mrs. Rudolph Latimer of Balti-revolt at Cape Haitlen. The Blot party more are visiting the former's mother, at Cape Haitien has declared for an Mrs. Thomas H. Latimer, Wine avenue.

ing the situation

No representations have been made has returned from the vicinity of Long by the State Department as a result of Island, N. Y., where she visited friends the overthrow of the government and Island, N. Y., where she visited friends and took a course in art.

Brooke Lee, son of Senator Blair Lee of Silver Spring, Montgomery county, has been visiting friends here.

Miss Bessie Sweeney of near Upper Markhore here has been visiting friends at Upper Markhore here has been visiting friends at Upper Markhore here highly stated at Upper Markhore here highly friends at United States government is established with which the United States can deal. As soon as possible, however, the United States government is expected to renew its efforts to negotiate a treaty whereby the United States would manage the finances of Haiti and secure the right to intervene in the interest of peace.

#### MISS SMITH CONVALESCENT.

to Attend Harpers Ferry Meeting. The condition of Miss Jennie Smith. railroad evangelist, who has been ill at her home, 319 E street northeast, for Miss Marguerite Bowie of Queen Anne some weeks, is much improved, accorddistrict is visiting her sister, Mrs. Grafton ing to an announcement made last Duval, in Jacksonville, Fla. evening.

Miss Smith had hoped that she would! able to attend the annual reunion those who have professed conversion at evangelistic meetings she has held, which took place at Harpers Ferry Thursday, but her physician would not allow her to make the trip. The reunion, it is understood, was largely attended.

Policeman Hurt by Fan.

Policeman Archie Auran of the third precinct was treated at Emergency Hospital yesterday afternoon for scalp ounds. The wounds were inflicted by an electric fan that accidentally fell from a card case in the police station. He was able to go to his home at 626 2d street northwest, after his wounds

### **NEW FRENCH FLIERS** CARRY SPECIAL GUNS

Armed Aeroplanes Cause Much Mysterious Talk, But No Information Reaches Public.

PARIS, July 15 .- The armed aeroplanes officially reported to have bombarded a train and obliged a German flying machine to alight are supposed to be the new flyers that have been the subject of much mysterious private known officially. Just what they are no one has any right to tell further fare. than that they are more powerful than any of the preceding French machines and are armed with a new cannon especially made for them, supposed to money fire an inch and a half shell.

From many allusions to this new arm it appears that it is expected to accentuate the superiority which the French claim to have gained over German aviation. The German ma chines were better prepared for warfare at the beginning, had more powerful motors and could outdistance French machines in an air chase.

Armed With Special Guns.

The French brought out more and more powerful motors, protected some of their machines with steel plates and armed them with special guns. These machines, in the hands of civilian aviators, who volunteered for the war and who have specialized themselves in the chase of German aircraft, put an end to the aeroplane raids upon Paris. Besides, a document published by the general staff of one of the German armies recognizes the superiority of the French aviation corps in criticisms of inefficiency of the German flyers, par-

ticularly in directing fire of the artillery.
Recently the Germans announced the appearance of a new machine, supposed to surpass everything yet produced, with four propellers and two motors to each propeller. A letter from a French aviator says regarding an engagement with one of these machines:

Tells of Engagement.

"Each time he passed me, the machine gun man fired a whole band of cart ridges-it was a hall of bullets. Then the machine swung round and came back above me. Four times be a peated the maneuver, and it seen each time I could see the outlets. A passenger and I fired at lour ammution, but the machine was too fast for he scented the ruse and turned tail As fast and efficient as these ne German machines may be, the French claim that their new air engines we further revolutionize this kind of wa

A traveling man may be a touris The distinction is a matter of

\$300 Huntington Upright. used only a short time. \$150

Free Stool and Scarf. Terms Arranged to Suit.



It's not the name that makes the Whiskey good —but the Whiskey that Red Top Rye makes the name good—

#### Don't Neglect Your Teeth To do so may permanently injure

your health. Decayed and aching teeth are a constant source of pain and worry. I can treat your teeth and make them sound and strong without causing you any pain. Best of all, the work is guaranteed for 20 years. See me today and end your teeth troubles.

Examinations Free. Easy Payments Arranged it Desire

Suction

Will Not

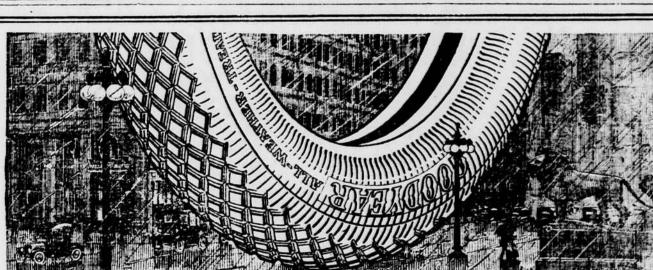
My Patent Teeth \$5 Slip or Drop

Fillings in Gold, Silver, Platinum and Porcelain 50cto\$1 Gold Crowns and

Bridge Work, \$3, \$4 and \$5

**PAINLESS** DENTIST 427-429 7th St. N.W. Opp. Lansburgh & Bro., Over Grand Union Tea Company.

Largest and Most Thoroughly Equipped Parlors in Washington.



# About Anti-Skids

How They Differ. We Spend \$1,000,000 This Year to Make Goodyear All-Weather Treads Double Thick

Some anti-skids are simply regular treads made rough. The Goodyear All-Weather is an extra tread vulcanized on to the regular. It will cost us this year about \$1,000,000 to give this double thickness on our output of All-Weathers.

This means more than extra wear. It means deep grips which remain efficient after thousands of miles of service.

Serious Defects

Some anti-skids have shallow, short-lived projections. Some have rounded edges which fail to grip. Some center the strains at small points in the fabric. Some cause much vibration.

The Goodyear All-Weather has sharpedged grips. It is flat and regular, so it runs

distributes the strains. Any man who measures and compares antiskids is bound to choose

like a plain tread. It

Goodyear All-Weathers.

GOOD YEAR **Fortified Tires** Rim-Cuts—by our No-Rim-Cut feature. Blowouts—by our "On-Air" cure. Loose Treads—by many rubber rivets. Insecurity—by 125 braided plano wires. Punctures and Skidding—by our double-thick All-Weather tread.

#### So All Through

Every detail of Goodyear Fortified Tires shows advantages like this. The extras we give you outside of the tread will cost us this year \$1,635,000. This year's improvements over last year will alone cost us \$500,000. All that for features exclusive to Goodyears, or which few others use.

Yet this year's price reduction will save our users about \$5,000,000. And that was our third reduction in two years, totaling 45

Impossible Claims

Tires which lack these extras claim to equal Goodyears. That is, of course, ridiculous.

Tires with small output claim to match Goodyear values. That is impossible.

Accept the users' verdict. Goodyears lead in sales and prestige after millions have been tested. They have held top place for years. And our increase this year in new users is breaking every Good-

> year record. Your friends or we

will sometime win you to Goodyear tires. You can't always resist these advantages. They mean too much to you. Any dealer will supply you.